



WDAF-TV

ORDER

Print Date 10/22/12

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Flight Dates 10/22/12-10/29/12

REVISION

Order Sep 00 15:00

<u>Contract / Revision</u>	<u>556988</u>	<u>/</u>	<u>Product</u>	<u>Estimate #</u>	<u>Oct 22-29, 2012</u>
<u>Original Date / Revision</u>				<u>Alt Order #</u>	
06/26/12	10/22/12		<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
			<u>Billing Contact</u> Suzanne Lorimer	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	McCaskill/D/MO/US Senate		1580 Lincoln Street Suite 510 Denver, CO 80203	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Media Strategies & Research			<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>				<u>Demographic</u>	A25-54
11350 Random Hills Rd Suite 670 Fairfax, VA 22030			<u>Sales Office</u> L-KC <u>Sales Region</u> LOC <u>Agency Ref</u>	<u>Rev Codes</u>	SP-POL CAN POL
				<u>Product Codes</u>	PL1Bb
				<u>Priority</u>	DEFAULT
				<u>Advertiser Ref</u>	

Primary Account Executive
Local WDAF House

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Local WDAF House	100%		
Jeannie Blau	%		

Order Share 20% Market Value 355500

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	30%	106650
KCWE	%	0
KMBC	30%	106650
KMCI	%	0
KPXE	%	0
KSHB	20%	71100
KSMO	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	105	\$54,187.50	\$63,750.00	0.00	10/01/12	10/28/12	105	\$54,187.50	\$63,750.00
November 2012	18	\$6,247.50	\$7,350.00	0.00	10/29/12	10/29/12	18	\$6,247.50	\$7,350.00
Totals	123	\$60,435.00	\$71,100.00	0.00					

Billing Plan

<u>Totals</u>
Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount
N 1 4 10/23/12 10/29/12 M-F 5-530a CM-All 5-530a ----- 30 0 \$200.00 3 0.00 NM 5 \$1,000.00
M-F 5-530a
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/22/12 10/28/12 ~1111-- 4 \$200.00 0.00
Week: 10/29/12 11/04/12 1----- 1 \$200.00 0.00
N 2 4 10/23/12 10/29/12 M-F 530-6a CM-All 530-6a ----- 30 0 \$300.00 2 0.00 NM 5 \$1,500.00
M-F 530-6a
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/22/12 10/28/12 ~1111-- 4 \$300.00 0.00
Week: 10/29/12 11/04/12 1----- 1 \$300.00 0.00
N 3 4 10/23/12 10/29/12 M-F 6-7a CM-All 6-7a ----- 30 0 \$600.00 2 0.00 NM 10 \$6,000.00
M-F 6-7a
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/22/12 10/28/12 ~1111-- 4 \$600.00 0.00
Week: 10/29/12 11/04/12 1----- 1 \$600.00 0.00



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Contract / Revision 556988 Flight Dates 10/22/12-10/29/12

Hiatus Dates

Original Date / Revision 06/26/12/ 10/22/12

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 22-29, 2012

Estimate # Oct 22-29, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
N 3	4	10/23/12	10/29/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-----	:30	0	\$600.00	2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-2222--		8	\$600.00			0.00					
		Week: 10/29/12	11/04/12	2-----		2	\$600.00			0.00					
N 4	4	10/23/12	10/29/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-----	:30	0	\$375.00	3	0.00	NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-2222--		8	\$375.00			0.00					
		Week: 10/29/12	11/04/12	2-----		2	\$375.00			0.00					
N 5	4	10/27/12	10/27/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1	\$300.00			0.00					
N 6	4	10/28/12	10/28/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----	:30	0	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1	\$300.00			0.00					
N 7	4	10/23/12	10/29/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	11-1---	:30	3	\$200.00	3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-1---		2	\$200.00			0.00					
		Week: 10/29/12	11/04/12	1-----		1	\$200.00			0.00					
N 8	4	10/23/12	10/29/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	1-1-1--	:30	3	\$100.00	3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1-1--		2	\$100.00			0.00					
		Week: 10/29/12	11/04/12	1-----		1	\$100.00			0.00					
N 9	4	10/23/12	10/23/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	-1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----		1	\$100.00			0.00					
N 10	4	10/25/12	10/25/12	M-F 1130a-12p M-F 1130a-12p	CM-All	1130a-12p	---1---	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1	\$100.00			0.00					
N 11	4	10/29/12	10/29/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	1-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1	\$200.00			0.00					
N 12	4	10/24/12	10/24/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	--1----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----		1	\$100.00			0.00					
N 13	4	10/25/12	10/25/12	M-F 2-3p M-F 2-3p	CM-All	2-3p	---1--	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1--		1	\$100.00			0.00					
N 14	4	10/23/12	10/29/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-----	:30	0	\$100.00	3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-2222--		8	\$100.00			0.00					



Contract / Revision

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Hiatus Dates

Original Date / Revision 06/26/12/ 10/22/12

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 22-29, 2012

Estimate # Oct 22-29, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals		
													Spots	Amount	
N 14	4	10/23/12	10/29/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-----	:30	0	\$100.00	3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	2-----		2	\$100.00								
N 15	4	10/23/12	10/29/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	-----	:30	0	\$250.00	3	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/22/12	10/28/12	-2222--		8	\$250.00								
		Week: 10/29/12	11/04/12	2-----		2	\$250.00								
N 16	4	10/23/12	10/29/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	-----	:30	0	\$600.00	2	0.00	NM	9	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/22/12	10/28/12	-1222--		7	\$600.00								
		Week: 10/29/12	11/04/12	2-----		2	\$600.00								
N 17	4	10/23/12	10/29/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-----	:30	0	\$900.00	2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/22/12	10/28/12	-1111--		4	\$900.00								
		Week: 10/29/12	11/04/12	1-----		1	\$900.00								
N 18	4	10/27/12	10/27/12	Sa 5-6p Sa 5-6p	CM-All	5-6p	-----1-	:30	1	\$250.00	2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/22/12	10/28/12	-----1-		1	\$250.00								
Spot		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>									
1		4	10/22/12-10/28/12	Sa 5-6p		5-6p									
				See MG 18.2											
				[Program Change]											
2		4	10/22/12-10/28/12	Su 5-6p		5-6p									
				MG for 18.1 10/27											
N 19	4	10/23/12	10/29/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-----	:30	0	\$2,200.00	2	0.00	NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/22/12	10/28/12	-1111--		4	\$2,200.00								
Spot		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>									
2		4	10/22/12-10/28/12	M-F 630-7p		630-7p									
				See MG 19.7											
				[na due postseason baseball]											
3		4	10/22/12-10/28/12	M-F 630-7p		630-7p									
				See MG 19.6											
				[na due postseason baseball]											
6		4	10/23/12-10/23/12	M-F 630-7p		630-7p									
				MG for 19.3 10/25											
7		4	10/26/12-10/26/12	M-F 630-7p		630-7p									
				MG for 19.2 10/24											
				Week: 10/29/12		1-----									
5		4	10/29/12-11/04/12	M-F 630-7p		630-7p									
				See MG 19.8											
				[WORLD SERIES]											
8		4	10/26/12-10/26/12	M-F 630-7p		630-7p									
				MG for 19.5 10/29											
N 21	4	10/23/12	10/23/12		CM-All	7p-8p	-1-----	:30	1	\$1,800.00	3	0.00	NM	0	\$0.00



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Advertiser McCaskill/D/MO/US Senate Product Oct 22-29, 2012

Estimate # Oct 22-29, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals													
													Spots	Amount												
Tuesday Prime A																										
FOX Prime Tuesday 7-8p																										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>																
Week: 10/22/12 10/28/12 -1----																										
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>												
1	4	10/22/12-10/28/12	Tuesday Prime A			7p-8p				-T-----	:30	(\$1,800.00)	0.00	NM												
See MG 22.2,22.3																										
[PROGRAM CHANGE..XFACTOR NOW AIRING 7-9P TUES 10/23..GET SPOTS REVISED ASAP]																										
N22	4	10/23/12	10/23/12	Tuesday Prime B	CM-All	8p-9p		-1----	:30	1	\$2,000.00	3	0.00	NM												
FOX Prime Tuesday 8-9p																										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>																
Week: 10/22/12 10/28/12 -1----																										
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>												
1	4	10/22/12-10/28/12	Tuesday Prime B			8p-9p				-T-----	:30	(\$2,000.00)	0.00	NM												
See MG 22.2,22.3																										
[PROGRAM CHANGE..XFACTOR NOW AIRING 7-9P TUES 10/23..GET SPOTS REVISED ASAP]																										
2		4	10/23/12-10/23/12	X Factor Tuesday		657p-931p	(8:00 PM-8:30 P-	T-----			:30	(\$2,000.00)	0.00	NM												
(M) See MG 22.4,22.5																										
[XFACTOR AIRING 830-930P OTO 10/23.. SPOTS NEED TO BE REVISED TO PROPER TP.]																										
3		4	10/23/12-10/23/12	X Factor Tuesday		657p-931p	(7:00 PM-8:00 P-	T-----			:30	(\$1,800.00)	0.00	NM												
(M) See MG 22.4,22.5																										
[XFACTOR AIRING 830-930P OTO 10/23.. SPOTS NEED TO BE REVISED TO PROPER TP.]																										
4		4	10/23/12-10/23/12	Tuesday Prime A		7p-8p					-T-----	:30	\$1,800.00	0.00	NM											
(M) MG for 22.3,22.2																										
5		4	10/23/12-10/23/12	X Factor Tuesday		657p-931p	(8:30 PM-9:30 P-	T-----			:30	\$2,000.00	0.00	NM												
(M) MG for 22.3,22.2																										
N23	4	10/26/12	10/26/12	Friday Prime A	CM-All	7p-8p		---1--	:30	1	\$1,000.00	2	0.00	NM												
FOX Prime Friday 7-8p																										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>																
Week: 10/22/12 10/28/12 ---1--																										
N24	4	10/26/12	10/26/12	Friday Prime B	CM-All	8p-9p		---1--	:30	1	\$800.00	3	0.00	NM												
FOX Prime Friday 8-9p																										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>																
Week: 10/22/12 10/28/12 ---1--																										
N25	4	10/23/12	10/29/12	M-F 9-10p M-F 9-10p	CM-All	9-10p																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>																
Week: 10/22/12 10/28/12 -1111--																										
		Week: 10/29/12	11/04/12	1-----		1	\$1,200.00	0.00																		
N26	4	10/23/12	10/26/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p		-11-1--	:30	3	\$1,200.00	3	0.00	NM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>																
Week: 10/22/12 10/28/12 -11-1--																										
N27	4	10/23/12	10/29/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p		11111--	:30	5	\$400.00	3	0.00	NM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>																
Week: 10/22/12 10/28/12 1-----																										
		Week: 10/29/12	11/04/12	1-----		1	\$400.00	0.00																		
N28	4	10/28/12	10/28/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p		-----1	:30	1	\$1,200.00	3	0.00	NM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>																
Week: 10/22/12 10/28/12 -----1																										
		Week: 10/22/12	10/28/12	-----1		1	\$1,200.00	0.00																		



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Advertiser McCaskill/D/MO/US Senate Product Oct 22-29, 2012

Estimate # Oct 22-29, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals		
													Spots	Amount	
N29	4	10/28/12	10/28/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----1	:30	1	\$400.00	3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1	\$400.00			0.00					
N30	4	10/24/12	10/24/12	World Series World Series on FOX	CM-All	7p-CC	--1----	:30	1	\$2,300.00	2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----		1	\$2,300.00			0.00					
N31	4	10/25/12	10/25/12	World Series World Series on FOX	CM-All	7p-CC	---1---	:30	1	\$2,300.00	2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1	\$2,300.00			0.00					
N32	4	10/22/12	10/26/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	11111--	:30	5	\$200.00	3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111--		5	\$200.00			0.00					
N33	4	10/22/12	10/26/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	1-1-1--	:30	3	\$300.00	2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-1-1--		3	\$300.00			0.00					
N34	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	1-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1	\$200.00			0.00					
N35	4	10/22/12	10/22/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1	\$100.00			0.00					
N36	4	10/23/12	10/26/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	-1--1--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1--1--		2	\$600.00			0.00					
N37	4	10/22/12	10/22/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	1-----	:30	1	\$900.00	2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1	\$900.00			0.00					
N38	4	10/22/12	10/22/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	1-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1	\$800.00			0.00					
N39	4	10/22/12	10/25/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	11-1---	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-1---		3	\$400.00			0.00					
N40	4	10/24/12	10/25/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--11---	:30	2	\$1,200.00	3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--11---		2	\$1,200.00			0.00					

Totals 123 \$71,100.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

 FEDERAL CANDIDATE **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WDAF-TV Kansas City	Date: 10/18/2012
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I, Media Strategies and Research,
 being on behalf of Claire McCaskill, a legally
 qualified candidate of the Democratic political
 party for the office of U.S. Senate
 in the General
 election to be held on: Tuesday, November 06, 2012
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					

Date of First Broadcast: Monday, October 22, 2012	Date of Last Broadcast: Sunday, October 28, 2012
--	---

Total Charges: \$7,900.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

--

I represent that the payment for the above described broadcast time has been furnished by:

McCaskill for Missouri 2012

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Michelle Sherod

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Thursday, October 18, 2012

Date



Signature

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title